



**COMMUNICATIONS COMMITTEE
Administration Conference Room
Thursday, May 14, 2015 – 1:00 p.m.
AGENDA**

*****Agenda Is Subject To Change*****

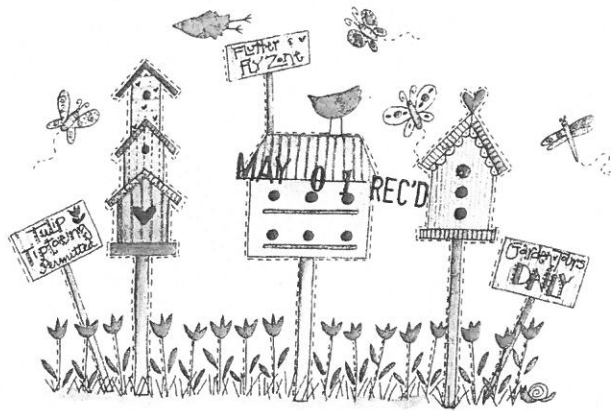
1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of Regular Meeting Minutes of April 9, 2015
5. Foundation Member Comments (*For Agenda Items Only*)
6. Chair's Announcements
7. Correspondence (pp.1-8)
8. **STAFF REPORTS**
 - a. Media Manager (p.9)
 - b. Executive Director
9. **UNFINISHED BUSINESS**
 - a. Amend Policy 2810-36 - Community Submissions (pp. 10-12)
10. **NEW BUSINESS**
 - a. Community Navigator
11. **COMMENT PERIOD**
 - a. Foundation Members
 - b. Committee Members and Ex Officio Member



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12. Website Sub-Committee Report (Ms. Stone)
13. Next meeting: To Be Announced
14. Adjournment



Letter to the Editor

I am tired of hearing about how great the Vietnamese people are.

How about the 50,000 American boys who lost their lives for them. And all who never came home?

And the ones that did come home were spit on.

How about these boys and their lives.

A Veteran

MAY 01 REC'D Ventura

March 8, 2015

Dear Editor,

The 2015 Telephone Directory cover offends the many who produced the 2013 Multicultural Council of Leisure World's Biennial Unity Festival held in Clubhouse 2 on October 12th. My son loaned his collection of world flags which were placed at the edge of the stage.

The following week, the Golden Rain News ran complaints from the Vietnamese who insisted that their flag was not displayed. I remember their threats to sue the Golden Rain Foundation and the Multicultural Council and others. Finally, the threats stopped and the Multicultural Council no longer exists.

When my telephone directory arrived, I first noticed the black cover and then the Vietnamese Hat Dancers. There was no mention of the dancers in the photo, but I am certain that the cover opened an old wound.

It would seem to me that the cover of the telephone directory should represent the residents of Leisure World. Vietnamese immigrants who caused so much pain to those of us who gave them a stage to dance upon and then had the audacity to verbally slash us for our "stupidity" did not ingratiate themselves to our community.

I must also ask the question, "are the four women shown on the cover shareholders?" I doubt that they are. We are a multicultural community and work well together as demonstrated by Festivals such as the one held in 2013. The flag shown below is the flag of Vietnam and has been the flag of the unified nation since July 2, 1976.



Margie Meigs
Mutual 2, 55H

Anne Walshe

4/16/15

1060 Brookline Rd 212C

Seal Beach, CA 90740

562-296-8501



To the **Communications Committee,**

Executive Committee, and

Policy Re-Write Subcommittee:

I have lived in Leisure World almost five years and had many letters to the editor published in the GR News. I know the policies....no more than 250 words, no more than one letter per month, no reference to another shareholder by name.

Recently when these policies were not followed by the News Staff, rather than disciplining the staff who made the error and offering an apology, you have elected to impose a six month hiatus on all letters in the paper. I fail to see the logic here. It appears that you are suppressing opinions other than your own. What problem are you trying to fix? This as you know is a free country where all citizens are entitled to express an opinion....isn't that our 1st amendment right?

What it appears that you are doing, aside from preventing the publishing of opinions you may not agree with, is proving to us once more that continuity is not important to our Leisure World Board. What is decided in committee one year, does not carry over to the next year. No, the new committee re-invents the wheel all over again. The waste of time and energy does not seem to concern you.

Why now? Possibly because you refuse to do any planning, you continue to take up one project after the next at a whim or whatever it is that motivates you. This issue was not on fire, why are you addressing it now? And why can't we continue to have letters under the old policy until the new policy is written and distributed?

Please don't let me hear 'We were elected to make decisions.' The majority of you were self-appointed, not elected. Please don't misrepresent the facts.

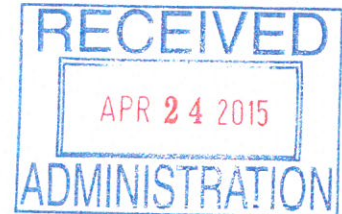
Anne Walshe

Mutual 9



Anita JANE Copeland
1340 Kenwood Road., No. 156-A
Seal Beach, California 90740

Randy L. Ankeny, Executive Director
Leisure World Seal Beach
13531 St Andrews Dr.
Seal Beach California 90740



Dear Mr. Ankenny,

We met briefly at last Saturday's Community Expo event near Clubhouse 3. I mentioned to you that I had recently written to the Leisure World News editor with some suggestions but never heard back from them. You agreed to see a copy of my recent email to them which I have included below. Thank you for any help you can offer in attempting to see a couple of my suggestions considered.

"Request for L/W News

From: Jane Copeland (Mutual 7, Apt. 156A, 1340 Kenwood Rd.)

Date: April 4, 2015

To dougc@lwsb.com

1. I would like to see the day of the week inserted along with each date of an event in the paper. Many times I have to consult a calendar to see if that day of the week conflicts with other weekly ongoing events.
2. I would like to see an interview and biographical feature about the L/W 8:30 a.m. water aerobics instructor. Peggy McKendrick (598-2070) will be turning 91 next month. She leads this half-hour class (attended by up to 27 L/W'rs) 6 days a week, 52 weeks a year as long as the pool is open. She is such an inspiration to her "mermaids".
3. For patio/estate sales procedures: Please ask sales advertisers to put out a sign visible from the nearest street to their home notifying shoppers if they cancel their sale (partially or altogether). Some of these properties are difficult to get to - only to find out they've been cancelled. One sale holder was annoyed when folks kept showing up for a cancelled sale.

Thank you.

Jane Copeland (M7, Apt. 156A)"

April 30, 2015 R 11:45 AM

JOYCE

To: Cox Doug, Cathie Merz

Thank you

Dear Doug and Cathie,

I have tried repeatedly this morning to call Cathie Merz, but without any success. I am hoping that her phone is overloaded with calls of thanks and praise for her magnificent piece recounting the journey of Helen Tran from war torn Vietnam to her life in our land of freedom.

Although I have heard stories about the Vietnam Schindler, this is the first one that totally captured my attention, bringing the details so vividly to life.

Thank you to Cathie for working diligently to craft this amazing documentation of Helen's incredible experience.

Thank you Doug, for your efforts in moving our community newspaper in the direction of more serious journalism. Special thanks also to Helen Tran for her willingness to let us catch a glimpse of her family's personal, pain-filled journey during those devastating days of the Vietnam War.

Most Appreciatively,

Joyce Vlaic

Mutual 12

430-3844

This email has been scanned by the Symantec Email Security.cloud service.

From: Lynne Choy Uyeda <lynnechoy@earthlink.net>
Subject: CM: Great Article
Date: May 1, 2015 at 1:02:40 PM PDT
To: Cathie Merz <cathiem_news@lwsb.com>

Loved your great article "Heartbreak to Hope" - The Fall of Saigon, featuring the story of Helen Tran.

"The American War" - as the Vietnamese call it. It's too bad those old enough to remember will not speak of those days.

As a personal and family historian, I feel these stories need to be told and documented for future generations NOW - or it can easily become too late.

Lynne Choy Uyeda
Linking Lives & Legacies
13265 Del Monte Drive #35A
Seal Beach, CA 90740
Home: 562-375-7899
Cell: 818-219-7572
eMail: LynneChoy@earthlink.net

This email has been scanned by the Symantec Email Security.cloud service.

From: Lida Citroen <lidacitroen@gmail.com>
Subject: Thank you for the article
Date: April 26, 2015 at 7:10:40 PM PDT
To: cathie merz <cathiem_news@lwsb.com>

Hello Cathie,

My mother, Mara Williams, sent me the article you wrote on my work with veterans and my mother.

Wow! I do a lot of media work, but the gentle and compassionate way you treated this topic, while making a strong case for why I believe we should help former military transition was outstanding! I truly am impressed and grateful!

I will be sharing this article on social media. You really wrote a great piece.

All my best,

Lida
Lida Citroën

LIDA360, LLC
4950 S. Yosemite St., Suite F2-337
Greenwood Village, CO 80111
800.314.5060

This email has been scanned by the Symantec Email Security.cloud service.

From: tdmh72 <tdmh72@gmail.com>

Subject: STORY

Date: April 30, 2015 at 10:05:44 AM PDT

To: Ruth Osborn <rutho_news@lwsb.com>, cathie merz <cathiem_news@lwsb.com>

Dear Cathie and Ruth,

Thank you very much for taking time to research and prepare a special News for April 30. You have done fantastic jobs and we, the Vietnamese Americans in Leisure World do appreciate it.

Best regards,

HT

This email has been scanned by the Symantec Email Security.cloud service.

Budget Variance Report - April 2015

News Department - CC 36

<u>GL Code</u>	<u>Account Description</u>	<u>YTD Variance</u>	<u>Explanation</u>
6211000-36	Continuing Education	\$ (2,800)	Cost for the lynda.com technology training service was transferred from Dues, Memberships & Books (6482000-36) to Continuing Education, which had a \$0 budget. No further major purchases in this category are expected for the rest of 2015.
6482000-36	Dues, Memberships & Books	\$ (4,888)	The majority of the annual budget for DMB was intended to pay for the Adobe Creative Suite subscription and the Creative Contact subscription, both of which come with substantial discounts if purchased in 12-month, rather than one-month, packages. Both subscriptions were purchased in March with the majority of the 2015 budget for this category. No further major purchases in this category are expected for the rest of 2015.
5731500-36	Display Advertising - News	\$ (28,727)	We continue to be affected by a slower than expected advertising market to date in 2015, as well as an over-optimistic 2014 projected revenue increase of 10% over 2013. The 2015 projection (a 1% increase over 2014) did not adjust for this and consequently amounted to an enormous 11% increase over 2013.
5732000-36	Navigator Book Income - News	\$ (7,146)	When the Navigator publication was cancelled by the Communications Committee in March, all sales were stopped to avoid any additional potential refunds to advertisers. When Community Navigator was approved several weeks later, sales resumed with the original Navigator revenue included in the Community Navigator sales performance estimates. As of May 8, however, an estimated \$23,000 in advertising had been sold.
5732500-36	Telephone Book Advertising	\$ (30,003)	Substantially lower advertiser demand, continuing annual downward trend.
	Total Explained	\$ (65,876)	

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

Submissions may be accepted for publication directly from any Shareholder/Member of the Golden Rain Foundation (GRF). Submissions in each of the ~~below~~ following categories may be published at the discretion of the ~~Managing Editor~~ Publications Manager. The ~~Publications ommittee Chair and members~~ Executive Director is are available for consultation and, if necessary for decision on questionable submissions, ~~by vote of available members.~~

Partyline Plus: For brief Community notices only, less than ~~200~~ 50 words. All submissions are subject to terms and conditions stated through this policy unless otherwise noted.

Letters to the Editor: The maximum number of words for letters to the editor is 250. Letters should be typed (Microsoft Word is recommended in) in upper and lower case and delivered to the *Golden Rain News* by one of the following methods: email (preferred), regular mail, deposited in a white GRF drop box, or hand-delivered to the News Office.

Letters must be of general interest to the community. Letters may contain opinions, suggestions, compliments, and complaints. Letters deemed to be scurrilous, libelous, defamatory, repetitive or otherwise inappropriate will not be published. Writers must disclose any personal or financial interest in the subject matter of their letter.

The Foundation is committed to providing a work environment that is free of discrimination and/or harassment. In keeping with this commitment, the Foundation maintains a strict policy against using individual employee names, titles, and/or departments in any Letters to the Editor that could create an adverse impact either directly or indirectly to any Foundation employee. The decision whether a letter is or could be perceived as adverse is at the full discretion of the Publication Manager and Executive Director. Letters deemed as adverse based on the above information will not be posted in the News.

All letters will be held to standards of credibility, including accuracy: no personal attacks, defamation, charges without verifiable documentation or inaccurate statements of facts. Facts and financial information will be subject to verification at the request of the Publications Manager. Letters critical of another's religion and/or national origin, obscene,

ADMINISTRATION**NEWSPAPER SERVICES****Community Submissions**

legally questionable or commercial in nature will not be published.

Letters may be edited for purposes of grammar, clarity or number of words without notification to the writer. Letters with the stipulation that they may not be edited will not be published. "Open Letters" and letters that are addressed to third parties or have been published in other newspapers will not be published. Letters that refer to a published article, column, or letter in the Golden Rain News or another newspaper must identify that article, column, or letter by name, page, and date of publication.

Writers will be limited to publication of no more than one letter per month. Letters must include the writer's full name, Mutual number, and phone number for the editor's reference, but only the name and Mutual number will be published. All submissions are subject to terms and conditions stated through this policy unless otherwise noted.

Member Column: The maximum number of words for the Member Column is 500. The Member Column may present an argument or opinion or information about a pending issue of concern to the community. Priority is given to submissions from first-time or less frequent writers. All submissions are subject to terms and conditions stated through this policy unless otherwise noted.

Contributor: An Author or an Article or column of general interest not covered elsewhere. Examples: restaurant review, theater review or, travel journal, ~~dance lessons~~. All submissions are subject to terms and conditions stated through this policy unless otherwise noted.

Submissions concerning political issues outside of Leisure World and the City of Seal Beach will not be published. A disclaimer will be published in the News stating that opinions expressed in published letters and columns do not necessarily reflect the opinions of the GRF Board of Directors, GRF members, or GRF staff, including staff of this newspaper. Letters and columns are the opinion of the writer, ~~and are not routinely checked for accuracy.~~

ADMINISTRATION

NEWSPAPER SERVICES

Community Submissions

General:

1. Due to space restrictions, we cannot publish all letters.
- ~~1.2.~~ All submissions are subject to editing.

Policy

Adopted: 15 Jan 2013
Draft revisions 8 May 2015

GOLDEN RAIN FOUNDATION
Seal Beach, California